

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In the Claims

Status of claims:

Claims 1-12(canceled)

13. (new) A method of internet sales tracking for reimbursing display store costs, from a system having a base terminal is for use by a consumer, a core handler computer system having capability for database response, a means for accessing said core handler computer system from said base terminal, a master code, generated in a retail store building, said master code identifying at least said retail store building, a means for accepting said master code from said base terminal, said means for accepting being installed within said core handler computer system, and a means for distributing a payment to said retail store building when said consumer orders a product from an internet website that collects said master code from said consumer and transmits said master code to said core handler computer system comprising the steps of:

a) visiting a retail store building;

b) identifying a desired product;

c) physically inspecting said desired product in said retail store building;

c) obtaining a master code from a sales representative in said retail store building;

d) accessing an internet website that offers said desired product for sale;

e) purchasing said product from said internet website;

f) entering said master code during said purchase;

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1 g) generating a payment to said retail store building from a company controlling
2 said website, whereby said payment to said retail store building is remuneration for
3 providing physical and tactile inspection services to a consumer, and further wherein
4 said payment is predicated on information contained in said master code.

5 14. (new) The method of claim 13 wherein the step of accessing an internet
6 website is performed at a consumer's home.

7 15. (new) The method of claim 13 wherein the step of generating a payment to
8 said retail store building is not completed until after a consumer's purchase transaction
9 has been completed and the consumer has caused funds to be transferred for the
10 consumer's purchase transaction.

11 16. (new) The method of claim 13 wherein the master code contains a product
12 identification code and a store identification code.

13 17. (new) The method of claim 16 wherein said master code further includes a
14 sales representative code.

15 18 (new) The method of claim 17 wherein said sales representative code
16 generates a sales commission to said sales representative, as a portion of said payment
17 to said retail store building.

18 19. (new) The method of claim 13 wherein the step of physically inspecting said
19 desired product in said retail store building includes touching said desired product.

20 20. (new) The method of claim 13 wherein the desired product is a vehicle.

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1 21 (new) The method of claim 20 wherein the step of physically inspecting said
2 desired product in said retail store building includes operating said vehicle in a test
3 drive.

4 22. (new) The method of claim 13 wherein the desired product is an article of
5 clothing.

6 23. The method of claim 22 wherein the step of physically inspecting said
7 desired product in said retail store building includes trying on said article of clothing.

8 24. (new) The method of claim 13 wherein the desired product is a power tool.

9 25. The method of claim 22 wherein the step of physically inspecting said
10 desired product in said retail store building includes operating said power tool.